

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

GST 2.0- **Super GST, Super Savings** - Campaign – State wide Launch – Comprehensive Operational Guidelines – Orders – Issued.

REVENUE (CT) DEPARTMENT

G.O.Rt.No.1137

Dated:25.09.2025.
Read the following:

1. Recommendations of the 56th GST Council meeting dated:03-09-2025.
2. Resolution on Next-GEN GST reforms by the Andhra Pradesh State Legislative Assembly, Dated:18.09.2025
3. G.O.Ms.Nos.344 to 354, Revenue (Commercial Taxes) Department, Dated: 20.09.2025.

ORDER:

The GST Council vide ref 1st read above has taken a historic decision to rationalise the existing GST rates, resulting in a reduction of tax on several Goods and Services concerning the common man, and in simplifying compliance under the GST Law. In pursuance of the said decision, the Government of Andhra Pradesh has issued orders implementing the recommendations of the GST Council vide ref 3rd read above.

2. The Government has decided to launch a state-wide campaign "**Super GST-Super Savings**" for one month, from 25th September to 19th October 2025, to raise awareness among stakeholders about the benefits of the GST rate reduction and the consequent decrease in prices of various goods and services.

3. Accordingly, the Government hereby issues comprehensive operational guidelines, along with the "**Super GST-Super Savings**" **Campaign Action Plan annexed to this order**, to ensure the success of this important programme.

4. All Special Chief Secretaries, Principal Secretaries, Secretaries, Heads of Departments, and Collectors & District Magistrates in the State shall take further necessary action and ensure strict compliance with the operational guidelines issued by the Government for the successful conduct of this programme.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**K VIJAYANAND
CHIEF SECRETARY TO GOVERNMENT**

To
All Special Chief Secretaries/ Principal Secretaries/ Secretaries of the Departments of Secretariat.
All Heads of Departments,
All District Collectors and Magistrates.
The Chief Commissioner of State Tax, A.P., Kunchanapalli, Guntur
All Local bodies through the District Collectors and Magistrates.

(P.T.O.)

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Copy to

The P.S. to Prl Secretary to the Hon'ble Chief Minister, A.P.Secretariat, Velagapudi.

The OSD to the Hon'ble Minister (Commercial Taxes), A.P.Secretariat, Velagapudi.

The P.S. to the Chief Secretary, A.P.Secretariat, Velagapudi.

The P.S. to Prl Secretary (Poll), A.P.Secretariat, Velagapudi.

The P.S. to Prl Finance Secretary, A.P.Secretariat, Velagapudi.

The P.S. to Prl Secretary (CT) Finance, A.P.Secretariat, Velagapudi.

Sf/Sc.

//FORWARDED:: BY ORDER//

SECTION OFFICER

ANNEXURE

SUPER GST - SUPER SAVINGS

OPERATIONAL GUIDELINES

INTRODUCTION

The Government of Andhra Pradesh is launching a month-long comprehensive awareness campaign, "Super GST-Super Savings," to communicate the benefits of Next Gen GST Reforms to the citizens of Andhra Pradesh. The campaign is designed to ensure that the additional savings, arising from reduced tax rates, directly reach the people of the State.

The campaign will be conducted over one-month period, adopting a multi-channel communication strategy that combines mass media, digital platforms, grassroots activities, and direct citizen engagement. Various government departments and institutions will actively participate in this coordinated effort to maximize awareness and ensure greater impact.

The campaign shall be conducted from Dussehra to Deepavali (i.e., from 25.09.2025 to 19.10.2025). The Government of Andhra Pradesh is committed to ensuring that the benefits of the Next Gen GST Reforms are disseminated to all sections of society by creating widespread awareness regarding the advantages arising out of reduced tax rates.

As part of the programme, the finale event will be organised on 19.10.2025 in all District Headquarters, wherein Community Deepavali will be celebrated to highlight the transformative significance of the Next Gen GST Reforms. This collective celebration will symbolise the manner in which tax reforms translate into tangible benefits for households, businesses, and the economy as a whole.

To further inform and activate the public, the Government plans to organize events at 65,000 locations state-wide. These events will serve as platforms to highlight the benefits of the Next Gen GST Reforms, promote wider participation, and ensure that the message of 'Super GST - Super Savings' reaches every level of society.

OBJECTIVES

1. To create awareness on the benefits of reduced GST rates and simplified compliance under the Next Gen GST Reforms.
2. To create widespread public awareness regarding the tangible savings accruing to households, small businesses and the middle class.
3. To educate stakeholders, including traders, MSMEs, Service providers and consumers on the Next Gen GST Reforms.
4. To organise activities at various locations i.e., District Level, Constituency Level, Mandal Level and Village Level.
5. To encourage the active participation of citizens, institutions, and industry bodies in adopting and supporting the Next Gen GST Reforms.
6. To reinforce the campaign message of “Super GST- Super Savings” so that it resonates at every level of society and contributes inclusive growth.

SUPER GST, SUPER SAVINGS- DEPARTMENTWISE ROLES AND RESPONSIBILITIES

S. No.	Departments	Guidelines
1	Principal Secretary, (Commercial Taxes)	1. Overall, in charge of the “Super GST, Super Savings” Campaign Liaison with CMO, GoM, GAD, District Collectors, Police Department and all other Departments. 2. Organise GST help desks in all Offices of the department.
2	Principal Secretary, GAD (Political)	1. To arrange necessary protocol and communication arrangements for the entire “Super GST- Super Savings” Campaign. 2. Instructions to all the District Collectors for their active participation in the “Super GST- Super Savings” Campaign.

3	1.Principal Secretary, MA&UD, 2.Secretary, GSWS 3. Mission Director, MEPMA 4. CEO, SERP	1. Issue instructions to all the Grama/Ward Sachivalayams/Municipalities to Organize practical demonstration of Price benefits and VO Level meetings in “Super GST-Super Savings” campaign. 2. Issue instructions to all the Grama/Ward Sachivalayams/ Municipalities to Organize House to House awareness by SHGs, VO’s, Village Secretariat Team. 3. To identify and prepare the locations and venue in GSWS and Municipalities for carrying out “Super GST -Super Savings” campaign. 4. Issue instructions to Municipal Commissioners to meet the expenditure of “Super GST- Super Savings” from General Funds. 5. Instructions to all the self-help groups registered under MEPMA/SERP and to participate in the “Super GST- Super Savings” Campaign. Organise House to House Campaigns for SHG members and VO meetings. Mobilise SHG members for GSWS level meetings. 6. Organise GST help desks in all Offices of the department. 7. Prepare department specific campaign material.
4	Secretary, HealthMedical and Family Welfare	1. Issue instructions to all DM&HO and other field functionaries for active participation and organization of “Super GST, Super Savings” Campaign 2. Issue instructions to Organize awareness campaigns at Village Health and Wellness Centers and other Health Institutions. 3. Issue instructions to all the Hospitals, PHCs to make arrangements and to participate in the “Super GST-Super Savings” Campaign. 4. Organise GST help desks in all Offices of the department. 5. Prepare department specific campaign material.

5	1. Secretary to Government, ITE & C Department. 2. Secretary RTGS 3. Secretary GSWS	1. Based on the content given by Commercial Taxes Department, develop a Digital training module for “Super GST-Super Savings” and to live stream events. 2. Create real-time dashboards for monitoring the campaign. 3. Provide data lake access to Commercial Taxes department for creation of online workflows. 4. Provide required resources at SDC for hosting and maintaining campaign websites and other applications. 5. Instructions to Digital assistants to lead the digital requirements of the campaign like web and mobile applications at the GSWS level. 6. Organise GST help desks in all Offices of the department. 7. Prepare department specific campaign material.
6	1. Secretary, Higher Education. 2. Secretary, School Education	1. To organize one session of 40 minutes in all classes of high school and above on GST and how the reforms help the people. 2. To organize essay writing and painting competitions in all high schools 3. To organize elocution competitions for students in all educational institutions above high school. 4. To document the events and competitions in educational institutions online.

		5. Organise GST help desks in all Offices of the department. 6. Prepare department specific campaign material.
7	Secretary, Youth Affairs and Sports	1. Instructions to all District Managers to organize exhibition of the benefits to the Sports Goods Sector in Next Gen GST Reforms. 2. Organise the campaign in Gyms as per the calendar. 3. Organise GST help desks in all Offices of the department. 4. Prepare department specific campaign material.
8	Special Chief Secretary Tourism&Culture	1. Instructions to all District Managers to organize awareness campaigns by tourist agents and budget hotels 2. To organize flash mobs, skits by artists and also sand art on benefits of Next Gen GST Reforms. 3. Organise events at all tourist spots as per calendar. 4. Organise GST help desks in all Offices of the department. 5. Prepare department specific campaign material.

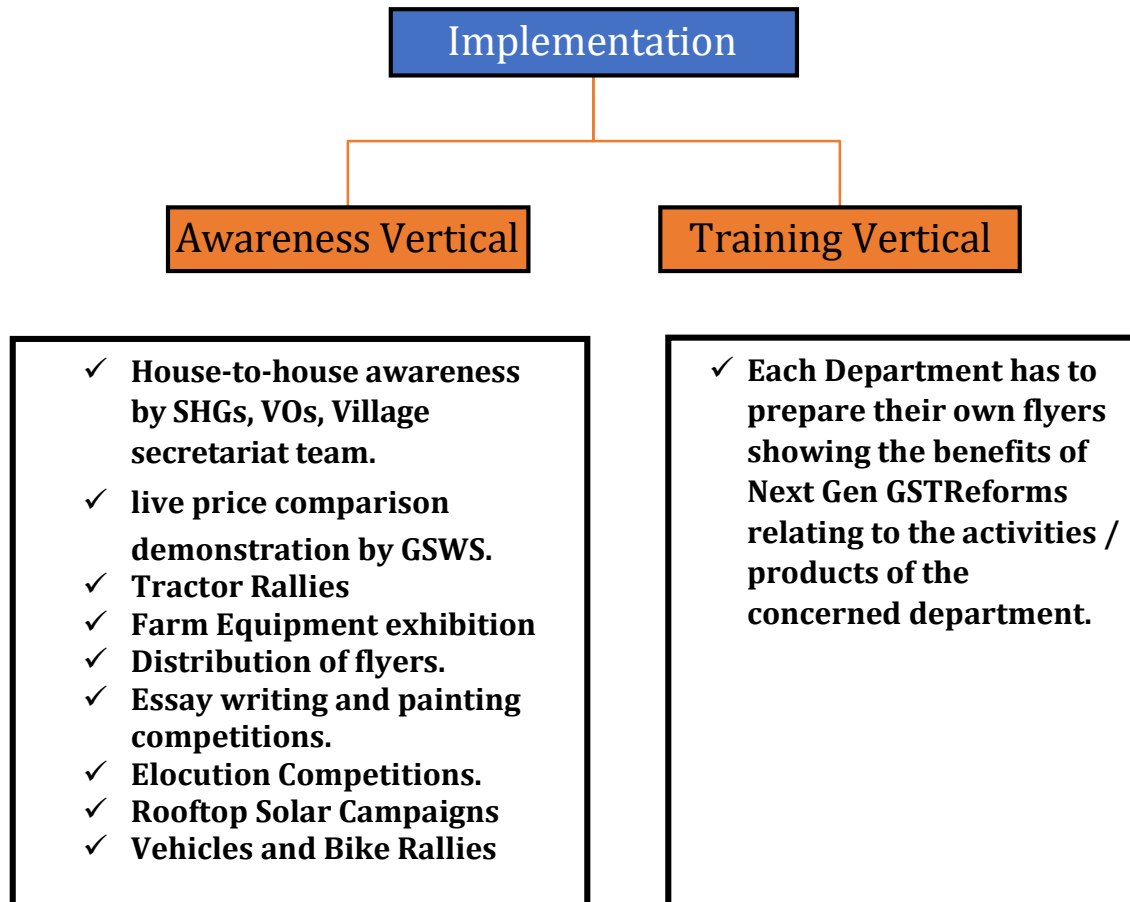
9	Special Chief Secretary, Transport, Roads and Buildings	1. Instructions to District Transport Authorities to Organize small vehicle rallies and Street Corner Meetings through transport associations to create awareness on the benefits of Next Gen GST Reforms related to Automobile Sector. 2. Exhibition -cum- sales of automobiles on the event day and during last week shopping festival. 3. Organise GST help desks in all Offices of the department. 4. Prepare department specific campaign material.
10	Secretary Consumer Affairs& Civil Supplies	1. Instructions to all District Officials to organise awareness campaign on “Super GST- Super Savings” on Household essentials Food, Household FMCG in coordination with the SHG. 2. Legal Metrology Team to make their stake holders take part in all events and explain the price comparison before and after the reforms. 3. Organise GST help desks in all Offices of the department. 4. Prepare department specific campaign material.

11	Special Chief Secretary to (Handlooms & Textiles), Industries & Commerce Department	1. Instructions to all District Officials to organise awareness campaign on “Super GST- Super Savings” 2. Instructions to District officials relating to APCO, Lepakshi, One District – One Product to Organize Melas , exhibitions in the Districts on the benefits of Next Gen GST Reforms. 3. Instructions to District Level officials to organise “GST Made Simpler” Work Shops, awareness campaigns in MSME units, District Level Exhibitions by manufacturers and Dealers and exhibition of Swadeshi Products on the benefits of Next Gen GST Reforms. 4. Organise GST help desks in all Offices of the department. 5. Prepare department specific campaign material.
12	Special Chief Secretary to Government, Agriculture, AHDD & Fisheries Dept	1. Organize awareness campaign as per calendar at RSK level. 2. Tractor Rallies, Farm Equipment Exhibitions at RSKs and villages. 3. To organize awareness campaign on the benefits of Next Gen GST Reforms relating to Fisheries and Aquaculture inputs and products in Fisheries related villages and at locations where aquaculture is being taken up. 4. Organise GST help desks in all Offices of

		the department. 5. Prepare department specific campaign material.
13	Special Chief Secretary to Government Energy Department	1. To organize awareness campaigns on renewable energy sector. 2. Exhibition of products in the renewable energy sector as per the event calendar. 3. Organise GST help desks in all Offices of the department. 4. Prepare department specific campaign material.
14	Secretary to Government, Social Welfare	1. To organize awareness campaigns in social welfare institutions. 2. To coordinate the GST session and competitions in the Social welfare educational institutions along with HRD department. 3. Organise GST help desks in all Offices of the department. 4. Prepare department specific campaign material.
15	Secretary to Government, BC Welfare	1. To organize awareness campaigns in BC welfare institutions. 2. Organise GST help desks in all Offices of the department. 3. Prepare department specific campaign material.

16	Secretary to Government, Labour, Factories, Boilers & Insurance Medical Services	1. To organize awareness campaigns on the benefits of Next Gen GST Reforms related to Automobiles, E-Commerce Operators and also organize Two Wheeler Rallies by GIG Workers. 2. Organise GST help desks in all Offices of the department. 3. Prepare department specific campaign material.
17	Commissioner, I&PR	1. To engage an agency for running the social media campaign on "Super GST- Super Savings". 2. Prepare guidelines for social media campaign pertaining to use of hash tags, No of posts to be posted, creation of channels,etc. 3. Creative IEC and publicity material for the campaign. 4. Take up publicity through hoardings, pamphlets,etc. 5. Organise GST help desks in all Offices of the department.

IMPLEMENTATION GUIDELINES FOR “SUPER GST- SUPER SAVINGS” CAMPAIGN



SUPER GST, SUPER SAVINGS AWARENESS VERTICAL

The following is the plan for the “ Super GST – Super Savings” awareness campaign.

Celebration Plan Summary



Launch (Sept 22 nd)	Celebrating Household Savings “Intinki GST Phalalu” (Sept 25 th -29 th)	Agriculture & other professions “Vyavasaayam mariyu ithara Vruttulu” (Sept 30 th - Oct 6 th)	HRD, Employment, Technology & Digital Empowerment “Maanava Vanarula Abhivruddhi mariyu Digital Saadhikaratha” (Oct 7 th - Oct 13 th)	Development & Wealth creation “Vikas Vishwas – Nammakamaina Abhivruddhi” (Oct 14 th -Oct 18 th)	Culmination (Oct 19 th)
Celebrating Common Man: Celebrating tax reduction on everyday essentials; launch by HCM	Household Essentials: Food	Agriculture, Horticulture & NREGA workers	Education	Building/ Developers & Construction Materials	Culmination with a grand event with community Diwali celebration by all levels of government across the state.
	Household FMCG	Fisheries & Aqua culture		Tourism & Hospitality	
	Medicines	Trading MSMEs Artisans (Weaving, Handicrafts) Paper & Packaging	Life & Health insurance	Transport & Logistics	
	Education & Stationery		Electronics	Toys & Sports Goods	
	Clothing, Sports Goods,				
	Women & children	Saloons, Spas, Yoga Centers & Gyms	Entrepreneurship E-commerce & Gig economy	Renewable Energy Automobile & Manufacturing	
	Transport	Textiles			

Week 1: Celebrating Household Savings



"Intintiki GST Phalalu"	Date	Activities	POCs	Locations
Household Essentials: Food	September 25 th To September 29 th	GST Champions @ GSWS House-to-house awareness by SHGs, VOs, Village secretariat team Culminate ○ Practical demonstrations of price benefits. ○ VO level meetings GSWS Special Meetings ○ All villagers, traders, leaders will do live price comparison demonstration	Consumer affairs, Food and Civil Supplies Department Legal metrology Department	15,000 GSWSs +D2D
Household FMCG			Health, Medical and Family Welfare department	
Medicines			School Education Department & Higher Education Department	
Education & Stationery			Industries (Handlooms & Textiles) Department.	
Clothing, Sports Goods			SERP, Women & Child Welfare Department	
Women & Children			Transport Department	
Transport				

Week 2: Agricultural & Other Professions



“Vyavasaavam marivu ithara Vruttulu”	Date	Activities	POCs	Locations
Agriculture, Horticulture & NREGA workers Fisheries & Aqua culture	September 30 th & October 1 st	- Tractor Rallies - Farm Equipment exhibition - Awareness campaign for fishers & aquaculture near respective locations.	Agriculture Department,	10,000 Rythu Seva Kendras Fisheries & Aquaculture Locations
			The Animal Husbandry and Fisheries Department	
Trading MSMEs Artisans (Weaving, Handicrafts) Textiles Paper & Packaging	October 3 rd & October 4 th	"GST made simpler" workshops - Distribution of flyers mentioning before/after prices. - Awareness campaigns in MSME units - Exhibition of products - Customer visits by manufacturers & dealers - APCO, Lepakshi, One district-One - Product to conduct Melas, exhibitions in various districts. - Melas/ Exhibition at district/ constituency level.	Industries Department, Commercial Taxes Department Agriculture Department, Energy Department Industries (Handlooms & Textiles) Department.	850+ Districts, Constituency & Mandals
Saloons, Spas, Yoga Centers & Gyms	October 6 th	GST price change flyers to be distributed at saloons, spas, yoga centers & gyms.	Municipal Administration Department, Panchayat Raj Department, Social Welfare Department & Commercial Taxes Department	At their respective units

Week 3: HRD, Employment, Technology, Digital Empowerment



“Maanava Vanarula Abhivruddhi mariyu Digital Saadhikaratha”	Date	Activities	POCs	Locations
Education	Oct 7 th	• Essay writing & Painting competitions	School education department	7,000 High schools
	Oct 8 th	• Elocution competition	Intermediate Education Department & Collegiate Education Department	4,000 Jr. colleges & Higher Education Institutions
Life & Health Insurance	Oct 9 th	• Awareness campaigns at hospitals, PHCs & at all private insurance companies. • Conducting melas at each district level on policies & loans.	Health, Medical and Family Welfare Department	15,000 Village Health & wellness centers, Other Health institutions
Electronics	Oct 10 th Oct 11 th	• District-level exhibition by manufacturers & dealers.	Commercial Taxes Department, Industries & Commerce Department & IT E & C Department	850+ District, Constituency & Mandal
Employment, Entrepreneurship E-commerce & Gig economy	Oct 13 th	• Seminars by leading economists, businesspeople on future economic trends. • Exhibition of Swadeshi products. • 2-wheeler Rallies by gig workers	Labour Department, Industries & Commerce Department, Panchayati Raj Department, Municipal Administration Department.	850+ District, Constituency & Mandal

Week 4: Development & Wealth Creation

"Vikas Vishwas – Nammakamaina Abhivrudhi"	Date	Activities	POCs	Locations
Building/ Developers & Construction Materials	Oct 14 th	Exhibitions & awareness campaigns	Municipal Administration And Urban Development	850+ District, Constituency & Mandal
Tourism & Hospitality	Oct 15 th	- Campaigns by tourist agents & budget hotels - Sand art, flash mobs, skits by artistes	Youth Advancement, Tourism And Culture Department	200+ District & Constituency
Transport & Logistics	Oct 16 th	- Small vehicle rallies - Street corner meetings by Transport Associations	Transport Department	200+ District & Constituency
Toys & Sports Goods	Oct 17 th	- Toys & sports exhibitions - Customer visits by manufacturers & dealers	Youth Advancement, Tourism And Culture Department, Industries And Commerce Department	850+ District, Constituency & Mandal
Renewable Energy Manufacturing & Automobiles	Oct 18 th	- Awareness campaigns on Rooftop solar (PM Surya Ghar), PM KUSUM - Product exhibitions - Customer visits by manufacturers & dealers - Vehicles & Bike Rallies	Energy Department Industries And Commerce Department, Transport Department, Commercial Taxes Department.	200+ District, Constituency

Last week of the event



District Shopping Festival & Cultural evenings

Last week of celebrations

Shopping Festival Week (District Level)

Cultural programmes every evening (District Level)



Concluding day of the event – 19th October

Deepavali Celebrations at the District level.



Roles and Responsibilities of Line Departments

Each Line department mentioned below shall take all necessary steps to arrange for the events scheduled to be held as per the "Super GST- Super Savings" Campaign Plan.

1. Develop and implement a comprehensive action plan from Village Secretariat (VS) and Ward Secretariat (WS) to District level in coordination with relevant Line department and Nodal Department.
2. Assign monitoring and supervisory roles to district and mandal officers
3. Identify and map suitable locations across all administrative levels.
4. Promote events through print, electronic, and social media.
5. Ensure smooth execution of all events—melas, exhibitions, meetings—aimed at maximizing public awareness of reduced GST rates.
6. Ensure provision of essential amenities (water, toilets, food, transportation, accommodation wherever required).

S.No	POCs	Activities to be conducted.
1	Commercial Taxes Department	1. Preparation of Flyers and content, related to each sector wise benefits of reduced tax in GST 2.0. 2. Dissemination to concerned line departments / stake holders. 3. Establishment of facilitation desks in GST offices. 4. Feedback and Monitoring of "before-after" price monitoring in markets. 5. Coordinating with all line departments for effective implementation of the events as per the schedule.
2	I & PR Department	1. Giving wide Publicity for the flyers prepared by APCT department in various modes of social media namely TV & Theatre Ad, Newspaper Ad, Radio Ad, Hoardings, Bus advertisement , Videos for Whats App Ads, Pamphlets for all the week wise campaigns, IVRS audio Whats App, Instagram, and all means of media. 2. Covering the implementation of the "Super GST, Super Savings" programme at all levels in the field and promote all success stories at all levels.

3	Industries & commerce	Conducting Workshops with MSMEs, Organizing District level Exhibition by Manufacturers and Dealers. "GST made simpler" workshops, Customer visits by manufacturers & dealers.
4	IT E & C Department	Organizing District level Exhibition by various service providers.
5	Consumer affairs, Food and Civil Supplies Department	GST Champions @ GSWS House-to-house awareness by SHGs, VO's, Village secretariat team Monitoring of Maximum Retail price related to goods.
6	Department of Agriculture	Conducting Tractor Rallies with farmers, Conducting Exhibition of Agriculture and Farm Equipment Distribution of Flyers and related content mentioning before/After prices
7	Department of Handlooms & Textiles	GSWS Special Meetings, Exhibition of Handloom products, Handicrafts, Customer visits by manufacturers & dealers, APCO products, Lepakshi, One district-One, Product to conduct Melas, exhibitions in various districts., Melas/ Exhibition at district/ constituency level.
8	Energy Department	Awareness campaigns in MSME units Arrange exhibition with CREDAI and Programmes for Rythu Seva Mitra for solar pumps and solar based devices. Awareness campaigns on Rooftop solar (PM Surya Ghar), PM KUSUM, Arrange Product exhibitions
9	Department of Youth Advancement, Tourism And Culture.	Toys & sports exhibitions, Customer visits by manufacturers & dealers Exhibitions at tourist places Promotional offers for Stay, Campaigns by tourist agents & budget hotels, Sand art, flash mobs, skits by artistes (Department Of Youth, Tourism And Culture)
10	Health, Medical and Family Welfare department	Practical demonstrations of price benefits on various medical and health items. Awareness campaigns at hospitals, PHCs & at all private insurance companies. Conducting melas at each district level on policies & loans.

		Explaining the importance of life and health Insurance exemptions, Organise outreach programmes with insurance Companies.
11	Industries and Commerce Department, Panchayat Raj, Municipal Administration	Seminars by leading economists, businesspeople on future economic trends. Exhibition of Swadeshi products. 2-wheeler Rallies by gig workers
12	Intermediate & Collegiate education	Elocution competition, Conducting GST awareness sessions.
13	Municipal Administration and Urban Development	Conducting Exhibitions & awareness campaigns with all stake holders and coordinating with District administration., GST price change flyers to be distributed at saloons, spas, yoga centers & gyms.
14	School Education department	Conducting of Quiz, Essay writing & Painting competitions. Conducting GST awareness sessions.
15	SERP, Women & Child Welfare Department	Coordination with Self Help groups, Door to Door Campaign in all Villages, Mandals. Assist in all villagers, traders, leaders to do live price comparison demonstration
16	Social Welfare Department	GST price change flyers to be distributed at saloons, spas, yoga centers & gyms.
17	The Animal Husbandry and Fisheries Department	Conducting workshops and awareness campaign for fishers & aquaculture near respective locations. Exhibitions of related implements.
18	Transport Department	Organize Small vehicle and bike rallies and Street corner meetings by Transport Associations. Distribution of Flyers.

FORMATION OF COMMITTEES

The following committees are constituted at various levels to successfully conduct the “Super GST Super Savings” initiative throughout the state, in line with the objectives outlined in the vision set by the Government of Andhra Pradesh. Joint Collector of the District is designated as the Nodal Officer for “Super GST Super Savings” 2025 from VS/WS level to District level.

DISTRICT LEVEL COMMITTEE

Composition

1. District Collector-Chairman.
2. Superintendent of Police-Vice Chairman
3. Joint Collector–Nodal Officer.
4. Joint Commissioner/ Deputy Commissioner of Commercial Taxes Department
5. District Transport Commissioner
6. Consumer affair, Food and Civil Supplies Department
7. Legal Metrology
8. Deputy Director, I & PR
9. IT E & C department
10. DM & HO
11. Deputy Director, Industries & Commerce
12. GM, DIC
13. Joint Director, Agriculture & Horticulture
14. Deputy Director, Animal Husbandry, Fisheries
15. DD Handlooms & Textiles
16. Department of Energy
17. Department of Youth Advancement, Tourism & Culture
18. Municipal Commissioners
19. SERP, Women & Child Welfare Department
20. CEO, STEP
21. District Education Officer
22. CEO,ZP
23. Regional Joint Director-Higher Education
24. Regional Joint Director-Technical Education
25. Deputy Director SocialWelfare
26. Deputy Director TribalWelfare
27. Deputy Director BC Welfare
28. DCO, APSWREIS
29. PDDRDA/PDMEPMA
30. District Supply Officer
31. Any other Officer desired by the chairman

Roles and Responsibilities

The District Level Organizing Committee will be overall responsible for conducting “Super GST Super Savings” at District Level. The District Level Organizing Committee is also responsible for overseeing various activities

undertaken at all levels in the District. The committee shall ensure that the maximum number of people participate in the event to generate widespread awareness about the benefits of reduced GST rates. The responsibilities of the committee are as follows:

- The committee is primarily responsible for the successful execution of all events organised as part of “Super GST Super Savings” in the District. The committee shall ensure that the maximum number of people is reached and informed about the benefits of reduced GST rates through the successful organisation of Melas, Exhibitions, meetings, and various other events.
- The detailed action plan shall be prepared by the concerned Districts from VS/WS level up to District level for the conduct of “Super GST Super Savings”.
- To map all the suitable locations needed for conducting the “Super GST Super Savings” at Village, Mandal, District, and State levels in coordination with the Commercial Taxes Department, Panchayat Raj, Municipal Administration, Police, Medical & Health, Women & Child Welfare, Agriculture, Horticulture, and Fisheries Departments.
- Ensure the identification of targeted public venues and the engagement of the target public and traders for larger gatherings and participation. The provision of basic amenities such as drinking water, toilets, and other facilities should also be ensured.
- Assign responsibilities to District Officers such as DEO, PD-DRDA, CEO ZP Welfare Officers of Social Welfare, B.C. Welfare, ST Welfare, CEO Zilla Parishad, all municipal commissioners, SERP, DMHO, and others to oversee the events at District level.
- To entrust the concerned departments/agencies with the responsibility of providing necessary arrangements such as transportation, food, and accommodation where required during thematic events.
- To assign responsibilities to the concerned Mandal Officers, such as MRO, MPDO, MEO, Mandal Engineer, EO PRD, etc., to oversee events

at the VS/WS, Mandal, and District levels, and to monitor and provide necessary logistical support by dividing each Mandal into segments, so that each Mandal officer monitors a certain number of villages.

- To regularly use social media influencers as brand ambassadors for various public programmes.
- Invite volunteers to register for assisting with event coordination and other essential tasks.
- To conduct meetings with Municipal Commissioners and entrusted officials regarding the utilisation of municipal grants, provide amenities such as food, transportation, drinking water, chairs, and shamanas at venues in various locations.
- To widely publicise the events in print and electronic media and organise pre-launch activities such as rallies, walks, etc.
- To invite all the public representatives to the events of “Super GST-Super Savings”.
- At every level, the organising committees will be overall responsible, as constituted by the District Collector, for conducting the event and managing the Technical and Logistics arrangements.

The District Collector shall appoint:

- a. **District Level GST Champion**(District level Nodal Officer – JC) - Event In charge Officer to monitor and manage each identified event venues at villages and wards.
- b. **Assembly Constituency level GST Champion** - Special Officer for each constituency to monitor all the activities at constituency level.
- c. **Mandal Level GST Champion** - Mandal Special Officer for each mandal to monitor all the activities at the mandal level. MPDO/Mandal Special Officer/ Commissioner of Municipality may be designated for the same purpose.
- d. **GSWS level GST Champion**for each GSWS to monitor all the activities at GSWS level – Preferably Panchayat Secretary at the Village Sachivalayam Level and Ward Administrative Secretary in Urban Areas.

MANDAL LEVEL COMMITTEE

Composition

- i. MPDO/Mandal Special Officer/MC-Chairman
- ii. Mandal Revenue Officer
- iii. Mandal Education Officer
- iv. EOPRRD
- v. Sub Inspector
- vi. MO or representative of the health department
- vii. Agriculture & Horticulture representative
- viii. Deputy Assistant Commissioner (State Tax)
- ix. Any other mandal-level officer as decided by the District Collector.

Roles and Responsibilities

The Mandal level organising committee will be overall responsible for conducting events under “Super GST Super Savings” at the Mandal level. The Mandal level organising committee is also responsible for overseeing the VS/WS level activities, in coordination with the VSWS committee.

- The committee primarily oversees the successful implementation of all events under “Super GST- Super Savings” in Mandal. They must ensure that the maximum number of people are reached and informed about the advantages of reduced GST rates through effective organisation of House to House visits, Melas, Exhibitions, meetings, and other events.
- Ensure the identification of targeted public venues and focus on engaging the public and traders for larger gatherings and participation. Provision of basic amenities such as drinking water, toilets, and others should be ensured.
- The Mandal Level organising committee is primarily responsible for the venue, the conduct of the event, and arranging logistics where necessary.
- The Mandal level organising committee is also responsible for overseeing the GSWS level activities in coordination with the GSWS committee.
- The organising committee should oversee the protocol arrangements for all events.
- The organising committee should take care of the facilities of Shamiyana (Tent), including tables, a microphone set with speakers, chairs, and drinking water facilities, as required.

GSWS LEVEL COMMITTEE

Composition

- i. Panchayat Secretary/Ward Admin Secretary-Chairman
- ii. All GSWS Secretaries
- iii. Head Constable/ASI or any senior officer of the Police Department.
- iv. ANMs or any representative of the Health Department.
- v. Commercial Taxes Department Representative (will be assigned for a group of villages/wards)
- vi. Any other village level functionaries as decided by the Chairman.

Roles and Responsibilities:

The organising committee will be overall responsible for conducting events according to the schedule under the “Super GST-Super Savings” awareness campaign at the GSWS Level. Activities to be monitored by the committee are as follows:

- The committee is responsible for the successful implementation of all events planned as part of “Super GST Super Savings” at the Village/Ward level. Additionally, the committee oversees the successful execution of house to house campaign in the GSWS jurisdiction.
- The committee shall ensure that the maximum number of people are reached and informed about the benefits of reduced GST rates through the successful organisation of Melas, Exhibitions, meetings, various events, etc.
- Ensure the identification of targeted public venues and focus on engaging the public and traders for larger gatherings and participation. Provision of basic amenities such as drinking water, toilets, and others should be ensured.
- The Panchayat Secretary/ Ward Administrative Secretary is designated as the person in charge of coordinating the data entry work in the designed app.
- The organising committee should oversee the protocol arrangements.
- The organising committee should attend to the facilities of Shamiyana (tent), including tables, a microphone set with a speaker, chairs, and a drinking water supply, etc.
- Arrange medical teams, toilets, and drinking water at the awareness campaign venues.

K VIJAYANAND
CHIEF SECRETARY TO GOVERNMENT